Online Customer Panel

Shaping the Online Customer Panel Feedback

We recently moved to an online customer panel and asked for feedback from members to help us shape the way the panel works.

Survey End date: 6th May 2018   Total number of participants: 60

Summary:

- Members have provided us with a list of topic areas that they would like to cover.

- Most members felt that we should be sending out surveys to the panel around once a month and they should take on average 15 minutes to complete.

- Most of the members felt that the name 'Online Customer Panel' was 'acceptable', some suggestions were given for a new name.

- Members felt that the online form for sign up to the panel was easy to use, but the appearance of the sign up page was 'average'.

- Most members used a computer/laptop or mobile to access the internet and access the internet via broadband at home or via their mobile.

- A third of respondents don't use social media. Of those that do 23% use twitter and 67% use Facebook.

- Under half of those on Facebook follow Riverside/Irvine Housing Association on Facebook and over three quarters following Riverside/Irvine Housing Association on Twitter.

- The majority of members wanted to be made aware of the survey results and outcomes via email, social media or via our website.

What we will do following your feedback:

- The most popular topics will be added to our survey schedule.

- We plan to send out around one survey per month to panel members (members can complete as few or as many as they wish).

- All surveys will take no longer than 15 minutes to complete.

- We will test out the user-friendliness of our surveys via computer and mobile phone devices before sending to our panel members.

- The appearance of the customer panel sign up page will be reviewed to make this more appealing to potential new panel members.

- We will post all results and outcomes from surveys on our webpage and email panel members to inform them when results are published.

- We will work on a plan to improve current customer panel membership, taking account of suggestions made by panel members.

Results

Please can you let us know which topics you think would be most interesting to our panel members:	No. responses	% of responses
Repairs and maintenance	**53**	**88%**
Rent and Service Charges	43	72%
Customer complaints	42	70%
Customer Service	39	65%
Communication (e.g. newsletters)	32	53%
Health and Safety	30	50%
Environment	25	42%
Technology and online	24	40%
Equality and Diversity	22	37%
Selecting topics for scrutiny panel to cover	21	35%
Other*	8	13%

* Customers commented on the following topics: group trips, how Riverside & Irvine Tenants can work together, communication from housing officer/ communication with customers, reception desk closures, elderly in our community, accountability

How often do you think panel members would be interested in completing a survey?	No. responses	%
More than once per month	1	2%
Once a month	**24**	**40%**
2-5 times per year	15	25%
6-10 times per year	16	27%
Once a year	4	7%

Please use the sliding scale (scored 0-30) to tell us the maximum time (in minutes) you would want to spend completing a survey	No. responses	%
5 minutes or less	5	9%
6-10 minutes	**21**	**36%**
11-15 minutes	12	21%
16-20 minutes	12	21%
More than 20 minutes	8	14%
Average time: 15 minutes		

What do you think of the name 'Customer Panel'?	No. responses	% of responses
Good	17	28%
Acceptable	**35**	**58%**
Poor	8	13%

Themes picked up from comments included: querying the use of the word 'customer' rather than tenant or resident, the name was representative/appropriate, name is too formal

Can you suggest a better name for the Panel?

A number of panel members suggested names that used the word 'Resident' or 'Tenant' in place of customer (e.g. "Tenants and Residents Panel"). Customers also suggested names that replaced the word 'Panel', with words that reflected that the panel is a forum for customers to have their voice heard (e.g. "Residents voice", "Customers views", "have your say", "Residents Focus").

Did you use the online form to sign up to the panel? *(applicable to Riverside customers only)*	No. responses	% of responses
Yes	**28**	**52%**
No	26	48%

How easy or difficult did you find the form to use?	No. responses	% of responses
Average	6	21%
Fairly easy	5	18%
Very easy	**17**	**61%**

Comments reflected that customers found the electronic sign up form "straightforward" and "easy to navigate".

What did you think of the overall appearance of the Customer panel sign up page ?	No. responses	% of responses
Somewhat appealing	1	4%
Average	**15**	**58%**
Very nice	9	35%
Great looking site	2	8%

Comments reflected that customers felt that the site was "average" and that we could improve the page to make this "more attractive".

Do you have any ideas to improve this webpage?

Comments regarding improvements included: making sure the page is easy to use and uncluttered, make the webpage more visually appealing (photos, videos, images), use larger more bold print, fill up white space with information, information on what's happening in our area (community events)

What devices do you use to access the internet?	No. responses	% of responses
Computer/laptop	**46**	**77%**
Mobile	31	52%
Tablet	19	32%

How do you access the internet? (tick all that apply)	No. responses	% of responses
Broadband at home	**55**	**92%**
3G/4G on phone or tablet	29	48%
Local library/ cafe	3	5%
Other	3	5%

Other included: wireless, Dongle with mobile provider, friends house

Which social networking sites do you use?	No. responses	% of responses
Twitter	14	23%
Facebook	**40**	**67%**
I don't use any social networking sites	19	32%
Other	2	3%

Other included: Instragram, snapchat and Linkedin

Do you follow Riverside/ Irvine housing Association on Twitter or Facebook? (if you use these social networking sites)	No. responses	% of responses
Follow on Twitter	**11**	**79%**
Follow on Facebook	17	43%

How we can let you know findings and outcomes from surveys?	No. responses	% of responses
Post on social media	14	23%
Post results on our website	22	37%
Send summaries via email to panel members	**49**	**82%**
Able to access via an app	10	17%
Other	3	5%

Other included: adding to website along with email to panel members when posted, postal/letter

How do you think we could better advertise our customer panel to attract more customers like yourself ?

Comments reflected that customers felt that we needed to advertise the online customer panel to all customers; suggestions on how to do this included advertising via newsletters, posters, social media, our website and via email. Some members also suggested making sure all customers were made aware of the findings and outcomes of customer panel surveys, suggested incentives to join and suggested discussing in forums were customers are already involved (e.g. scrutiny panel, residents meetings).